

South Carolina Statewide Lodging Outlook Report
April 2018

| | Occupancy Rate | | Average Room Rate | | RevPAR* | | Room Revenue | Rooms Available | Rooms Sold |
|---|---------------------|--------------|---------------------|--------------|---------------------|--------------|--------------|-----------------|--------------|
| Current Month: April 2018 | Apr 2018 | % Chg | Apr 2018 | % Chg | Apr 2018 | % Chg | % Chg | % Chg | % Chg |
| United States | 67.9% | 0.9% | \$130.33 | 3.3% | \$88.54 | 4.2% | 6.4% | 2.1% | 3.0% |
| South Atlantic** | 72.8% | -0.4% | \$135.17 | 2.8% | \$98.44 | 2.5% | 4.1% | 1.6% | 1.2% |
| South Carolina | 71.6% | -2.5% | \$125.09 | 1.5% | \$89.51 | -1.1% | 0.8% | 1.9% | -0.7% |
| Year-to-Date: January through April 2018 | Jan-Apr 2018 | % Chg | Jan-Apr 2018 | % Chg | Jan-Apr 2018 | % Chg | % Chg | % Chg | % Chg |
| United States | 63.2% | 0.9% | \$128.19 | 2.7% | \$81.00 | 3.7% | 5.8% | 2.0% | 3.0% |
| South Atlantic** | 68.1% | 0.3% | \$134.81 | 3.5% | \$91.78 | 3.8% | 5.4% | 1.6% | 1.9% |
| South Carolina | 61.8% | -1.4% | \$107.57 | 2.5% | \$66.46 | 1.0% | 3.0% | 1.9% | 0.5% |

*RevPAR = Revenue Per Available Room, i.e., total room revenue divided by total number of room nights.

**South Atlantic Region is comprised of: Maryland, Delaware, West Virginia, Virginia, North Carolina, South Carolina, Georgia, Florida

Only hotels with 10 or more rooms are included in the table above

All percent change is versus the same period in the previous year

Source: STR, Inc.

Three Month Occupancy Outlook for South Carolina

| | | May 2018 | Jun 2018 | Jul 2018 |
|--|--------------------------------------|---------------------|---------------------|---------------------|
| STR, Inc. <i>As of May 2018</i> | Occupancy Forecast | 67.0% | 75.4% | 74.3% |
| | % Chg vs same month in previous year | -0.8% | 1.5% | -1.1% |
| TravelClick <i>From Bookings as of 5/13/18</i> | Occupancy from Current Bookings | 50.9% | 22.7% | 14.0% |
| | % Chg vs same month in previous year | 1.3% | 3.2% | 5.5% |

Source: STR, Inc. and TravelClick